

## Media Information

1 March 2012

# The new BMW 3 Series: When Dynamic Agility meets Efficiency and Comfort.

**Singapore.** BMW Asia today announced the launch of the all-new BMW 3 Series. The sixth generation of the world's best-selling premium car has set new benchmarks in terms of sporting prowess, elegance and comfort.

"The BMW 3 Series is one of our key volume models and has traditionally been popular amongst our customers. With its new and improved looks, enhanced performance and efficiency, we are confident that it will be well-received," said Neil Fiorentinos, Managing Director of BMW Group Asia.

The new BMW 3 Series will be available in two variants, namely; BMW 335i and BMW 328i which will be retailing at BMW's authorized distributor in Singapore – Performance Motors Limited.

The new BMW 3 Series has grown in size compared to its predecessor, with its wide track (front +37mm, rear +48mm) particularly prominent, and the car's increased length (+93mm) and augmented wheelbase (+50mm) also accentuate its sporting silhouette. Inside the new BMW 3 Series, the noticeable increase in space benefits the rear passengers above all.

"Despite enhancing its physical size and comfort, the new BMW 3 Series has maintained the high level of dynamic agility that it is renowned for while lowering fuel consumption and CO2 emission at the same time thanks to Efficient Dynamics," added Mr Fiorentinos.

The new BMW 3 Series is offered with a choice of refined, economical and muscular engines – all of which feature the new BMW TwinPower Turbo technology. Customers will now be able to enjoy the talents of the new turbocharged four-cylinder variant in the BMW 328i. This latest-generation petrol engine is the most powerful in a new generation of four-cylinder petrol units and is modeled on the current multi-award-winning in-line-six engine with BMW TwinPower Turbo

technology (available on the BMW 335i), which is the benchmark in its class for dynamic power delivery and impressive efficiency.

"The new BMW TwinPower Turbo technology has enabled the new four-cylinder, 2.0-litre BMW 328i, with a maximum power of 245hp, and the ability to complete the century sprint in just 6.1 seconds. This is the same sort of power that can only be found previously in a naturally aspirated engine with more cylinders and a larger displacement," said Mr Fiorentinos. "The introduction of other Efficient Dynamics technology such as High Precision Direct Petrol Injection, twin-scroll turbocharging and lightweight technology, has also contributed significantly in making the new BMW 3 Series more fuel efficient (6.3l/100km) and friendlier to the environment (147g/km of CO2) at the same time."

### **Two equipment lines shine the spotlight on the car's distinct character traits.**

High-quality material combinations and unbeatable build quality underline the premium ambience of the new BMW 3 Series Sedan. The materials and colour concept of the entry-level variant already clearly accentuates the sporting character of the car but a large selection of colours and upholstery variants also offer scope for various other options. The new BMW 3 Series Sedan can now also be ordered with any of two equipment lines. Customers can therefore adapt the appearance of their car to their own individual preferences – with eye-catching results. The Sport Line and Luxury Line equipment variants emphasise the different sides to the new BMW 3 Series Sedan's character in their own individual ways. The exclusive, carefully coordinated equipment features embrace both exterior design elements and the selection of materials and colours for each model. In terms of value, design coherence and expressiveness, the new BMW Lines go far beyond existing packages in the premium class.

### **Intelligent lightweight design brings further reduction in fuel consumption and CO2 emissions.**

The use of lightweight materials play a significant role in reducing the weight of the new BMW 3 Series and in delivering high passenger cell safety standards, combined with a significant increase in strength. At the same time, these measures also help to ensure superior driving dynamics. Intelligent lightweight design is integrated into all areas of BMW vehicle development work and into all components, from the body and engine to the suspension. Materials used include high and ultra-high tensile steels, a hot-stamped B-pillar, plastics and state-of-the-art composites. There is

also increased usage of aluminium components in the engine and suspension systems to further reduce the weight of the relevant assemblies.

### **BMW 328i: sets new benchmark for driving dynamics and efficiency with new four-cylinder 2.0 petrol engine with TwinPower Turbo technology.**

With the launch of the new sports sedan, a brand-new four-cylinder engine will make its debut in the BMW 3 Series. In keeping with the dynamic overall theme of the new BMW sports sedan, this new-generation turbocharged engine offers plenty of power and performance, responsive acceleration, powerful torque, a high rpm ceiling and low weight. For this best-selling BMW model series, the new-generation 2.0-litre petrol engine will be available in one output rating. The new four-cylinder units, which provide noticeably livelier power for maximum driving enjoyment, also come with lower fuel consumption and emissions than their predecessors.

The state-of-the-art, lively 2.0-litre power plant marks a return to the popular sports sedan's roots – it was with lightweight, high-performance four-cylinder units in a similar vein that the BMW 3 Series made its debut back in 1975, with the first six-cylinder units for this series making their appearance at the 1977 Frankfurt Motor Show. A six-cylinder continues to top the engine line-up in the new BMW 3 Series.

The significant upgrade in power and efficiency is chiefly due to the use of BMW TwinPower Turbo technology, featuring innovative technologies such as High Precision Direct Petrol Injection, twin-scroll turbocharging, Double-Vanos variable camshaft timing and VALVETRONIC variable valve timing. On the new-generation four-cylinder engines, this world-exclusive technology package from BMW again provides a very efficient way to extract more power from the engine, rather than taking the route of a much larger displacement and, in the process, adding to the weight and therefore to fuel consumption. This explains why the more dynamic performance and driving enjoyment does not come at the expense of higher fuel consumption and emissions.

The new BMW TwinPower Turbo four-cylinder petrol engine's displacement of 1,997 cc delivers maximum power of 245 hp at 5,000 rpm while, thanks to twin-scroll turbocharging, the maximum torque of 350 Nm is developed at just 1,250 rpm and remains constant up to 4,800 rpm. These statistics translate to sheer dynamic performance: the new BMW 328i accelerates from 0 to 100 km/h in just 6.1 seconds, on its way to an electronically governed top speed of 250 km/h. The engine responds instantly when the driver demands more throttle, and the vigorous and almost

linear power delivery from only slightly above idle, which continues all the way into the higher rpm range, is duly impressive.

The average fuel consumption of the BMW 328i equipped with the new eight-speed automatic is rated at just 6.3 litres per 100 km, with CO2 emissions at 147 grams per kilometre.

The BMW 328i comes standard with the Eight-speed Sport automatic transmission, Auto Start/Stop function, Driving Experience Control with ECO PRO mode, Cruise Control with braking function and Comfort Access System with contactless boot lid opening.

### **BMW 335i: optimised six-cylinder petrol engine with beefy power delivery, strong torque and superb refinement.**

Fans of large six-cylinder engines have a treat in store too. The optimised six-in-line unit in the new BMW 335i will impress performance-minded drivers with its effortless power, exceptionally fast-revving temperament and outstanding refinement. The 3.0-litre core engine has been setting standards from the start, as the pioneer of a new generation of engines in which BMW TwinPower Turbo technology with High Precision Direct Petrol Injection and VALVETRONIC variable valve timing made its debut.

Thanks to intensive fine-tuning of the core engine, BMW's engineers have now further reduced the fuel consumption and emissions of the predecessor unit, while at the same time maintaining its high performance. With a maximum power rating of 306 hp at 5,800 rpm - 6,000rpm, the 3.0-litre six-cylinder unit reflects the sporty personality of the BMW 3 Series and helps this sedan deliver ebullient performance. Peak torque of 400 Nm is on stream between 1,200 and 5,000 rpm.

As a result, the new BMW 335i can show off its prowess with a 0 to 100 km/h sprint time of just 5.5 seconds, while the top speed remains the same at an electronically governed 250 km/h.

All this extra performance comes with exceptional fuel economy and low emission figures, so drivers can enjoy it with complete peace of mind. Fitted with the new Eight-speed Sport automatic transmission, the BMW 335i is even more frugal, with combined fuel consumption of just 7.2 litres per 100 kilometres and CO2 emissions of 169 grams per kilometre. The improvement in emissions works out at an impressive 16 percent.

The BMW 335i comes standard with the Eight-speed Sport automatic transmission, Auto Start/Stop function, Driving Experience Control with ECO PRO mode, Cruise Control with Braking function and Comfort Access System with contactless boot lid opening, Variable Sport Steering, Full Colour Head-up Display, Rear-view camera, and Adaptive M running gear.

The new BMW 3 Series Sedan will be available at all Performance Motors at 303 Alexandra Road and 896 Dunearn Road, from 3 March and will be offered in both the Sports and Luxury Lines.

Additional information enclosed:

1. The new BMW 3 Series price list.
2. The new BMW 3 Series variants and specifications.

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**The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader

in the Dow Jones Sustainability Indexes for the last seven years.

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## 1. The new BMW 3 Series price list.

Model	Retail price (at press time)
BMW 328i	\$234,800
BMW 335i	\$277,800

- Warranty: 3 years unlimited or 100,000 km, whichever comes earlier
- Prices and equipment are accurate at press time. These are subject to change without prior notice.
- Package price includes 1<sup>st</sup> year road tax, number plates, in-vehicle unit (IU), registration fees, GST and Certificate of Entitlement (COE).

## **2. The new BMW 3 Series specifications.**

### **BMW 328i**

Four-cylinder in-line engine with BMW TwinPower Turbo with Twin-Scroll Turbocharger and high-precision injection and VALVETRONIC.

Capacity: 1,997cc, max output: 245 hp at 5,000 – 6,500 rpm

Max torque: 350 Nm from 1,250 – 4,800 rpm

Acceleration: 0-100 km/h in 6.1 seconds

Top speed: 250 km/h

Average fuel consumption to the EU standard: 6.3 ltr/100km

CO<sub>2</sub> emissions to the EU standard: 147 g/km,

full compliance with the EU5 emission standard.

### **BMW 335i**

Four-cylinder in-line engine with BMW TwinPower Turbo with Twin-Scroll Turbocharger and high-precision injection and VALVETRONIC.

Capacity: 2,979cc, max output: 306 hp at 5,800 – 6,000 rpm

Max torque: 400 Nm from 1,200 – 5,000 rpm

Acceleration: 0-100 km/h in 5.5 seconds

Top speed: 250 km/h

Average fuel consumption to the EU standard: 7.2 ltr/100km

CO<sub>2</sub> emissions to the EU standard: 169 g/km,

full compliance with the EU5 emission standard.